

# Rising Number of Working Women Feeding Baby Food Market

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## Abstracts

Despite increasing opposition, the baby food industry continues to grow on account of rising health awareness, changing role of women and the expanding emerging economies. The infant food industry is one of the most strictly regulated industries in the world and it caters to the primary care market by providing food and beverages that are scientifically proven to be safe and nutritious. Since 2003, the industry has been registering exceptional growth and this has led to the emergence of new brands across the globe.

High global birth rate, greater available disposable income as well as older better educated women who are more knowledgeable about child rearing and nutrition has led to a rise in demand for convenient food items. Apart from the demographics factors, the availability of new innovative products, “organic & natural” in attractive and safe packages has also aided the demand for commercially produced baby food.

Geographically, in terms of sales, Europe accounts for the largest share of the market, followed by the America’s and the Asia Pacific region. Among the four types of baby food, the babymilk product has the largest market share, followed by prepared baby food and dried baby food products.

Although, the baby food market has been recording growth over the years due to rising per capita income, migration to urban areas and increasing number of working women, the industry is continuously facing backlash from child health organizations, international groups and government bodies. Already, in the European region as well as emerging countries such as India and Philippines, many companies are facing restrictions regarding the usage of their products. In addition to the regulations, the manufacturers also have to incur increased research and development and packaging expenditures, which along with the economic downturn are expected to adversely

impact the industry.

On the whole, the report analyzes the industrial developments and trends of the baby food industry and assesses market opportunities available for the players. It is focusing on the market potentiality of alternative baby products such as organic, frozen and natural food items. Further, the report highlights the strategies of top global baby food companies – Nestle SA, Abbott Labs., Bristol Myers and Group Danone SA.

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